



Below are some frequently asked Texas travel research questions. For more information and detailed research reports please visit: www.travel.texas.gov.

What is the economic impact of tourism in Texas?

Preliminary estimates show that direct travel spending in Texas was \$70.6 billion in 2014, an increase of 4.7% over the previous year and the fifth consecutive year of growth. More than half of direct travel spending at Texas destinations comes from out-of-state domestic and international markets. Travel spending in Texas directly supported 630,000 jobs and generated \$6.0 billion in state and local tax revenues.

How many domestic visitors travel to and within Texas?

Total domestic travel (Texan and Non-Texan) to Texas destinations increased 4% in 2014 with an estimated 243 million visitors. Roughly 70% were traveling for leisure versus 30% for business. Travel from out-of-state increased by more than 5%.

What are top international markets for Texas?

International travel to Texas has been growing among both established and emerging markets around the world. In 2014, international visitors spent \$6.8 billion across the state and directly supported 61,200 jobs. Top origin markets for Texas include Mexico, Canada, the United Kingdom, Germany, Brazil, Australia, Japan and China. International visitors spend more and stay longer with projected growth in many markets. Overall international travel to the United States is projected to increase by 29% through 2020.

How did the Texas hotel industry perform in 2014?

Texas hotels collected an estimated \$9.7 billion in revenues in 2014, an increase of 9.7% over the previous year. An estimated 97.9 million roomnights were sold across the state, with statewide occupancy increasing 1.9 percentage points to 65.7%.

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